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SA-03-007 Georgia.Gov Domain Name

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PURPOSE

This standard outlines the naming and approval requirements for the State of Georgia second level domains of ?georgia.gov? and ?ga.gov?. State of Georgia government web sites and email systems are eligible to use second level domains of ?georgia.gov? and ?ga.gov? in naming. Use of the ?georgia.gov? domain is not limited to sites administered in GTA?s enterprise content management system (Portal) but State entities using these domain names apart from the Portal must redirect to servers in other environments.

Benefits of having a well established managed domain name such as ?georgia.gov? include the following:

- The name assures citizens that they are accessing an official State of Georgia branded web site. Web sites without ?Georgia? or another state name are used by the federal government (cdc.gov, whitehouse.gov).
- Search engines award higher page ranking by longevity of service and number of external links. Georgia.gov has been in use since 2001 and is linked by many external sites. A brand new domain would take a while to climb the page ranks and achieve priority in searches.

STANDARD

Standards for domain naming in the ?georgia.gov? and ?ga.gov? domain are as follows. For simplicity purposes all references to ?georgia.gov? herein apply equally to ?ga.gov?.

- **GTA as Domain Name Registrar** - GTA is the trustee and provider of the State of Georgia?s web presence using the ?georgia.gov? domain. GTA shall manage and authorize the usage of third and subsequent level domain names under the ?georgia.gov? second-level domain. All sub-domains of ?georgia.gov? (third and fourth levels) must be registered and approved through the GTA.
- **Eligibility for Domain Name Reservation and/or Use** - Eligibility for usage of sub-domains of the ?georgia.gov? and ?ga.gov? names is limited to State of Georgia government entities.
- **Domain Management** - Entities approved to use third or subsequent-level names of ?georgia.gov? shall manage the use of those sub-domains and the paths located within such sub-domains according to GTA?s policies and standards. Sub-domains may be assigned to a third-party or a non-State owned server only with prior approval of GTA based on request by the responsible State entity.
- **Domain Name Protection** - To maintain the integrity of government information and the trusted brand associated with the ?georgia.gov? portal, all entities with a ?georgia.gov? presence shall protect their domain names in top level domains (such as .com, .org, .net, etc.) in order to prevent cybersquatting and reduce the occurrence of citizen confusion and fraud.
- **Naming Conventions** - The following additional general rules apply:
 - It is the requesting entity?s responsibility to ensure that it has the right to use the name it is